

History

SNAP/Food Stamps/CalFresh was established in its modern form by the Food Stamp Reform Act of 1977. Its purpose was to act as a safety net against hunger for Americans with low incomes. In the latter half of the 1980s, the program was expanded due to severe domestic hunger. Outreach, however, became an optional activity for the states with the passage of the Hunger Prevention Act of 1988 and the Mickey Leland Memorial Domestic Hunger Relief Act in 1990. In 2003, CDSS and CDPH collaborated with the California Association of Food Banks (CAFB) to develop the first California Food Stamp Access Improvement Plan. The plan has been updated annually and, as of January 1, 2013, is overseen by the CDSS.

Mission/Vision

Improve access by leveraging available technologies and data to enhance and target outreach efforts using available administrative CDSS data and geocoding technologies to identify neighborhood level locations where program efforts will be most effective, and expanding the use of mobile tools and online application assistance.

Increase participation in CalFresh by increasing the number of qualified applications submitted to County Welfare Departments (CWD) and approved for benefits.

Promote retention and reduce churn in CalFresh by assisting clients to submit timely semi-annual reports (SAR 7) and CalFresh Recertification Applications.

Serve target populations:

- Households with children under the age of 18 with a focus on children under the age of five
- Seniors, age 60 and above
- Households with language access barriers
- College Students
- Working low-income households
- Veterans and military families

Create strong partnerships with counties and other stakeholders to provide better client application experiences.

Funding

CalFresh Outreach is a public/private partnership. The Prime Contractors, and their community-based organization subcontractors, contribute outreach funds from non-federal, non-federally matched sources. These funds are referred to as State Share. For all the outreach efforts included in the CalFresh Outreach Plan, USDA reimburses 50 percent for allowable administrative program costs that are reasonable and necessary to operate approved activities.

CDSS retains a percentage of the reimbursement to administer the CalFresh Outreach Plan, maintain the statewide hotline, and develop materials, training, and outreach program enhancements. Prime Contractors receive a percentage of the reimbursement to manage their subcontractors. Subcontractors receive the remaining reimbursement to support CalFresh Outreach.

CalFresh Outreach Plan – Executive Summary

Federal Fiscal Year 2017- 2018

Updated 5/2018

Funded Outreach Partners – Eleven (11) Contractors and 100 Subcontractors

- INFO LINE of San Diego County, dba 2-1-1 San Diego
- California Association of Food Banks
- Catholic Charities of California
- California State University, Chico Center for Healthy Communities
- Inland Behavioral Health Services
- Mexican American Opportunity Foundation
- North East Medical Services
- Providence Little Company of Mary Foundation
- Redwood Community Health Coalition
- Santa Ynez Valley People Helping People

Geographic Coverage

- 57 of California's 58 counties

Scope of Work -- FFY 2017 (Completed)

- 68,782 CalFresh Applications Submitted
- 29,711 CalFresh Applications Approved
- 11,146 Semi-Annual Reporting (SAR 7) Forms Submitted
- 7,901 Recertification Forms Submitted

Scope of Work -- FFY 2018 (Proposed)

- Over 100,000 CalFresh Applications Submitted
- 70,335 CalFresh Applications Approved
- 15,484 SAR 7 Forms Submitted
- 17,281 Recertification Forms Submitted

Outreach Plan Budget

- FFY 2017: \$ 11,866,461
- FFY 2018: \$ 24,462,890

Code for America Contract

- State-only funded contract to provide electronic application assistance
- SOW activities directly improve participation by approximately 12,000 households in 55 California counties is included in the FFY 2017 – 2018 CalFresh Outreach Plan.
- FFY 2017: \$1,724,032
- FFY 2018: \$1,895,522

CalFresh Information Line:

- The information line continues to receive over 100,000 calls annually. The line will remain operational under a contract with AT&T.